COMMUNITY VISIONING &
STRATEGIC PLANNING GOALS

GOAL – INTERNAL AND EXTERNAL COMMUNICATION
To provide a consistently effective internal and external communication that promotes economic development, civic pride, a sense of place, positive work place, and appropriate service delivery.

Note: Number reflects City Commission rank priority.

I.   Priority Objectives
- (4) Improve intergovernmental coordination & communication (advocacy, courthouse annex, etc.)
- (4) Develop Deltona brand and improved image

II.   Other Objectives
- (3) Explore a variety of mechanisms to enhance 2-way communication and City engagement (social media, advisory boards, youth, state of City, etc.)
- (2) Provide for ongoing staff development and training (customer service, etc.)
- (1) Continue and expand – special events

GOAL – ECONOMIC DEVELOPMENT
To provide a strategic and consistent approach for economic development throughout the City that enhances existing businesses, attracts new development opportunities, and provides a balance of land uses and values.

I.   Priority Objectives
- (5) Update economic development plan (including Land Development Code)
- (4) Analysis of City-owned properties and determination of best use and need for land acquisition

II.   Other Objectives
- (3) Explore the concept and development of a City Center
- (3) Enhance relationships with existing business community (retention, expansion, etc.)
- (1) Review annexation policy
- (0) Pursue creation of a CRA

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GOAL – FISCAL
To promote current fiscally-sound principals that maintain short and long-term financial stability, maximizes alternative funding sources, adheres to strong accounting methods, and provides scheduled actuarial reporting for checks and balances.

I.   Priority Objectives
- (6) Create a grants management program – find, write, and administer

II.   Other Objectives
- (2) Pursue alternative revenue sources
- (1) Review policies related to a balanced budget, reserves, investments, revenue sources, etc.
- (0) Quarterly update on budget position

GOAL – INFRASTRUCTURE
To continue to focus, improve, and expand City infrastructure, including park facilities, interconnectivity, multi-modal systems, information technology, and central public utility systems that continue to make Deltona a more sustainable community.

I.   Priority Objectives
- (4) Update Parks and Recreation Master Plan
- (4) Create a utility development plan consistent with zoning (water, sewer, natural gas, IT, etc.)

II.   Other Objectives
- (2) Explore multi-modal transportation opportunities – including other government entities (SunRail, Votran, trolleys, ferries, etc.)
- (2) Review and update current road and sidewalk installation and maintenance plan

GOAL – PUBLIC SAFETY
To provide quality, high-level public safety services to the community in the form of law enforcement, fire safety, code enforcement, emergency management, and consistent regulations for them through a coordinated management plan process.

I.   Priority Objectives
- (5) Strengthen code enforcement (abandoned properties, rental property)
- (4) Pursue ability of City to be able to provide medical transport

Community Visioning & Strategic Planning
Goals & Objectives

II.   Other Objectives
- (1) Support and enhance emergency management plan – keep updated
- (0) Develop public safety education program/plan

GOAL – SOCIAL SERVICES
To continue to foster a wide variety of effective and targeted social services for City residents utilizing affordable housing provision, federal and state service grants, promotion of organizations providing area social services, and to identify dynamic needs for social services.

I.   Priority Objectives

III.   Other Objectives
- (2) Partner with existing healthcare providers to increase healthcare information and access
- (2) Establish mechanism within the City to coordinate the provision of social services for residents
- (1) Conduct a needs assessment to determine social service needs in the City and existing services